

Friendraising=Fundraising

Nurturing Stakeholder Relationships to Meet Fundraising Goals

2006 Community Involvement Conference

June 28, 2006

Tim Jones, EPA

Gayle Marriner-Smith, Peconic Estuary Program

Kathy Klein, Partnership for the Delaware Estuary

Karen Fligger, ORISE





Buzzards Bay Project



Protecting Our Water Heritage



New York - New Jersey Harbor Estuary Program



Galveston Bay



A program of TCEQ



Estuary Program



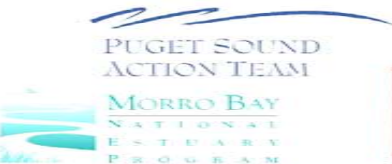
DELAWARE ESTUARY PROGRAM

Leveraging Funds through the National Estuary Program (NEP)



Tim Jones

EPA, Office of Wetlands, Oceans, & Watersheds



DELAWARE ESTUARY PROGRAM

Main Messages

- EPA's return on investment is high!
 - Over the past three years (2003-2005) the NEPs have leveraged approximately \$50 million in base funding to generate nearly \$515 million (10:1)
- These funds help protect and restore hundreds of thousands of acres of habitat and reduce point and nonpoint sources of pollution.
- The NEPs obtained these funds by building relationships with a diversity of private, local, State, and Federal partners.

Outline of Presentation

- Background
- What is “Leveraging?”
- 2005 results
- Sources of NEP Leveraging
- Uses of NEP Leveraging
- Discussion

What is "Leveraging?"

- Resources obtained by the NEPs above and beyond their base funding provided by EPA.
- Sources include public and private funds and in-kind contributions.

How do the NEPs leverage?

- Develop finance plans
- Form strategic alliances
- Demonstrate results
- Provide resources to initiate and develop new funding sources

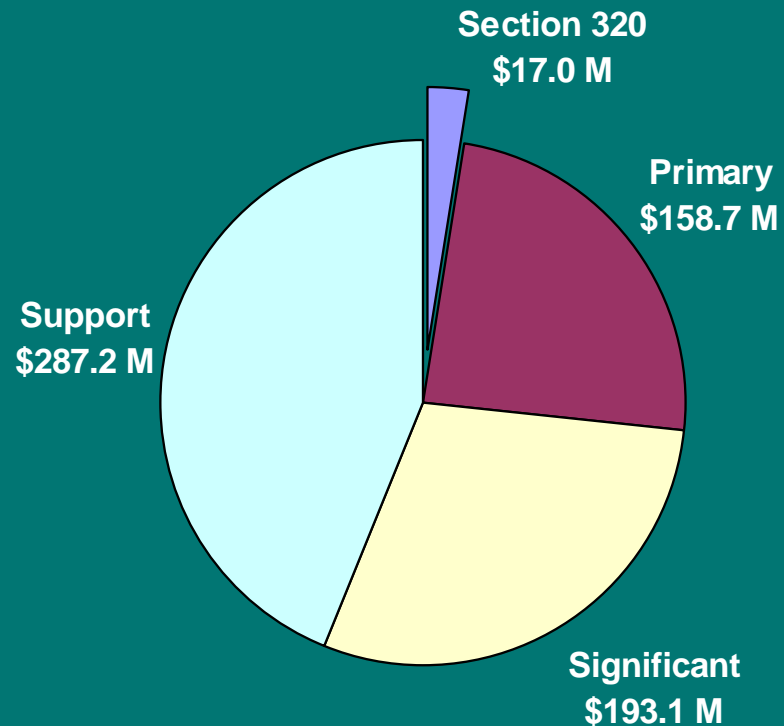
How is Leveraging Measured?

- Categorized by role NEP played
 - “Primary role” (28 reported)
 - “Significant role” (24 reported)
 - “Support role” (16 reported)
- Program Activity Measure: “Overall combined ratio of leveraged resources (cash or in-kind services) to Section 320 funds for all NEPs”

2005 Results

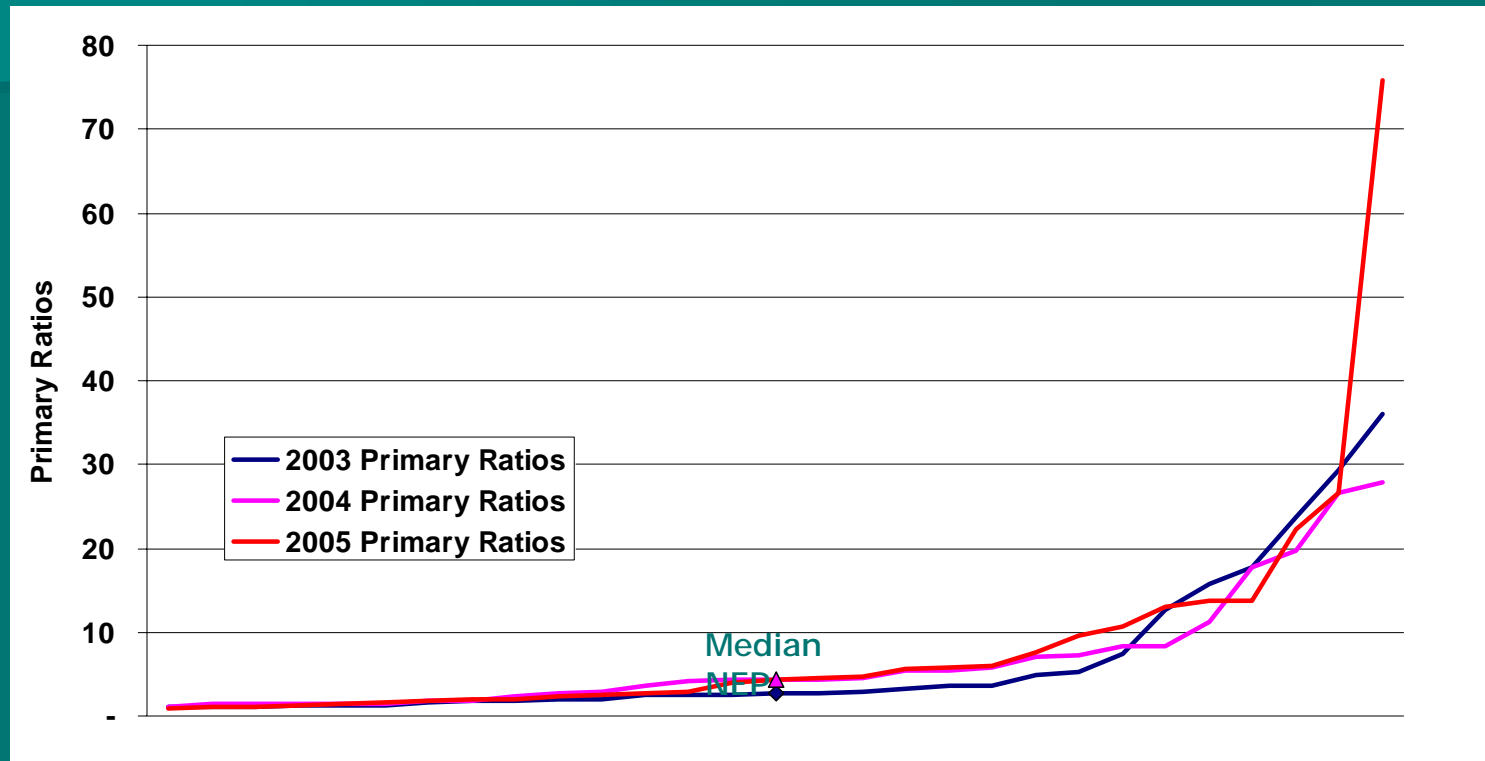
- Using about \$17 million in base funding, the 28 NEPs:

- Played a primary role in generating nearly \$158 million (a 9.3:1 leveraging ratio)
- Played some role in generating about \$639 million (a 37:1 leveraging ratio)



Total Leveraging: \$639 million

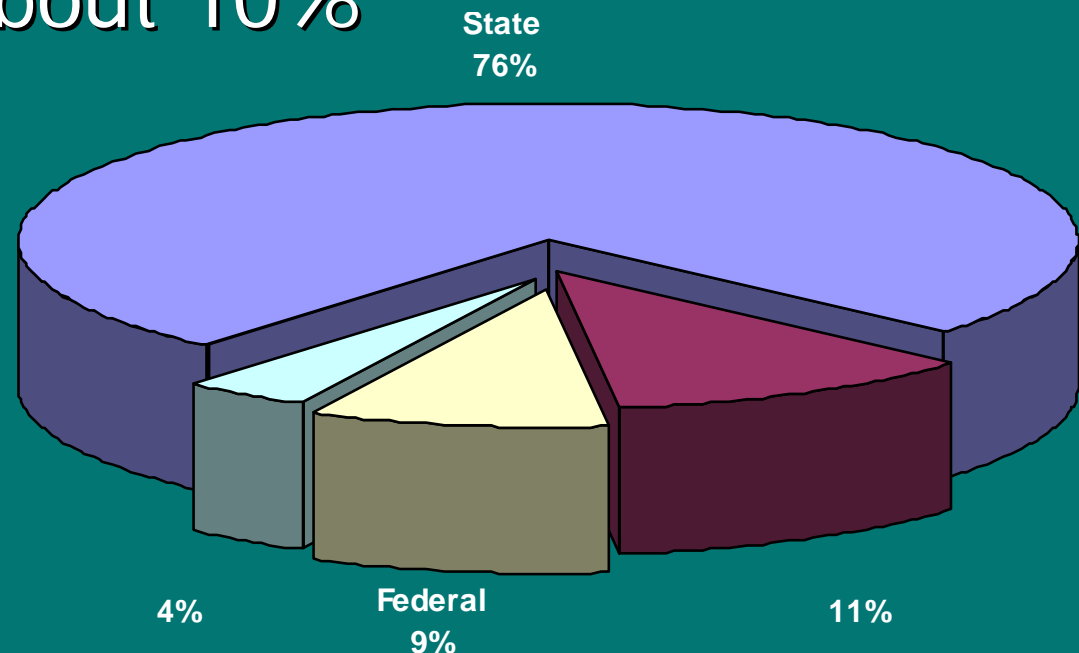
NEPs Increased Their Primary Leveraging Ratio since 2003



- The median increased 1.6 from 2003 to 2004, but remained constant from 2004 to 2005.
- NEPs in the middle part of the range moved to a higher primary ration after 2003.

Source of Funds - Overall

- States provided about 75% of the primary leveraged dollars
- Local government was the next largest source at about 10%

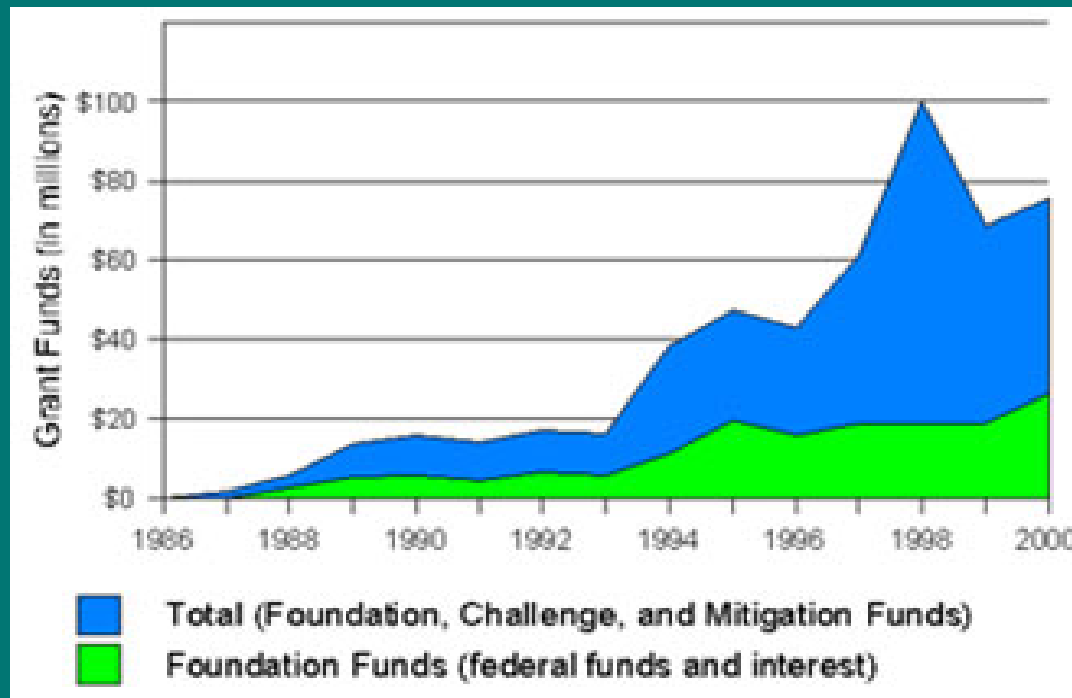


2005 Primary Leveraging Uses Total \$159 million

- Land acquisition= 24%
- Restoration activities= 18%
- Research and monitoring=12%
- \$87 million was directed to these 3 program areas.

Leveraging in Other Programs

- National Fish & Wildlife Foundation
 - Average >2:1 leveraging ratio
 - \$226 million in federal funds leveraged >\$470 million

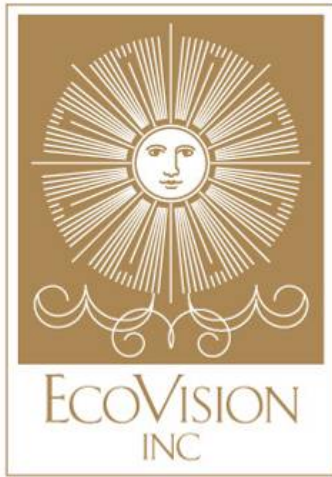


Leveraging in Other Programs

- Five Star Restoration Program
 - Average 5:1 leveraging ratio from project partners
- EPA State Revolving Fund programs' return on federal investment
 - Clean Water: 1.90:1.00 since program inception
 - Drinking Water: 1.65:1.00 since program inception

Discussion

- Steps to Improve Leveraging
 - On-site Financial Planning Assistance
 - On-line tools and databases (e.g., Plan2Fund)
 - Work with funders



“Promoting All That’s Good In The World”
Multimedia Marketing • Public Relations • Events



Peconic Estuary Program

Friendraising = The Recruitment of Financial Contributors

Gayle Marriner-Smith

Peconic Estuary Program

Ecovision, Inc.

Friendraising

- The most effective way to build long-term financial security for your organization or cause.

To Be An Effective FRIENDRAISER You Need:

1) A Sound Mission & Plan

- Make fundraising AND friendraising a part of your organization's culture from Day One

2) A Strong Positive Identity

- Branding/Positioning
- Build Your Identity Through Public Outreach
- Good Actions = Good Press
- Good Partnerships = Good Word of Mouth = More People Wanting To Partner

3) A Good Team

- Team-playing Leaders who believe in your Mission and are willing to Give and to Ask
- 3 W's
- Ripple Effect



4) To Create a Diversified Fundraising Strategy

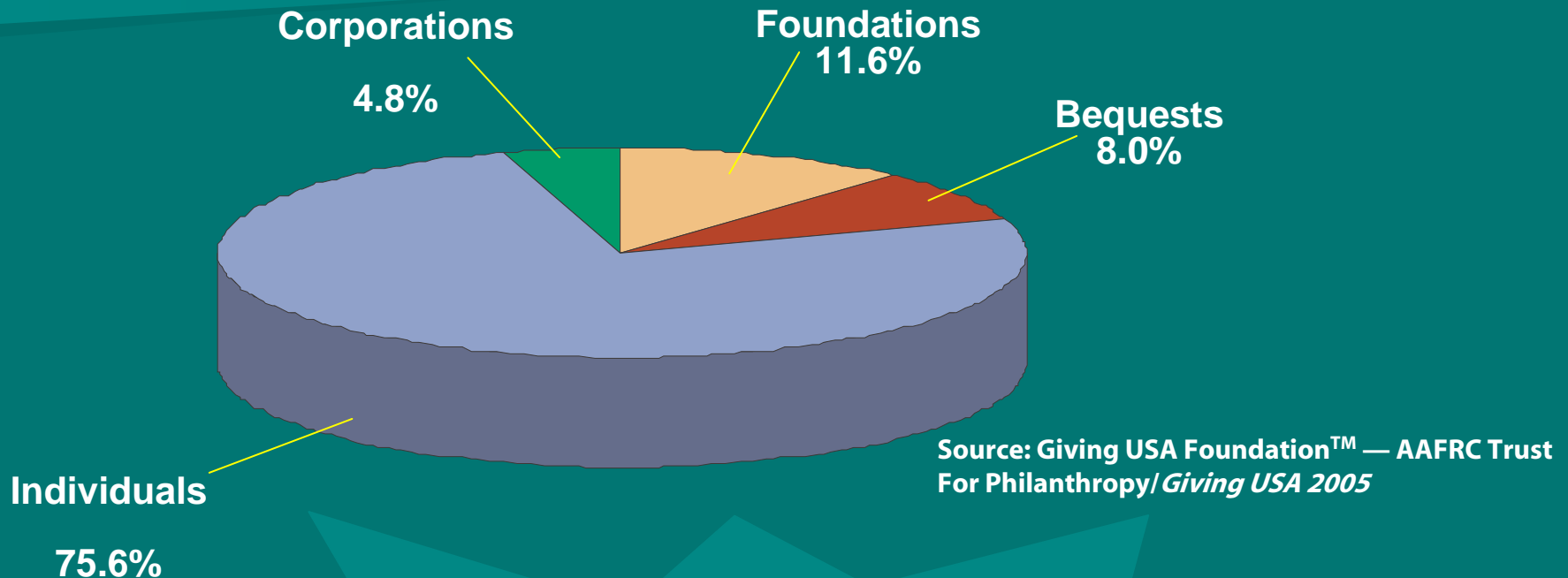
- Take advantage of the experience, education, native ability and imagination of other minds
- What advantages/benefits can you offer
- Meet often & maintain harmony
- Be clear what you are really after
- Be clear about what's been keeping you from getting it
- Create a Plan you will enjoy implementing
- Follow-up to make sure you're following through

Funding Menu:

- The Universe – Public/Selected Public
- Earned Income
- Events
- Annual Campaigns
- Support Group Organizations
- Corporations
- Foundations
- Government
- Capital & Special Campaigns
- Planned Giving

Don't depend on only one income stream for more than 25% of your budget.

5) Do Diligent Research



- Spend your time where the money is- Living Individuals.
- Individuals are the Centers of Influence in our Communities & Fundraising efforts.

6) Utilize the Six Degrees of Separation Principle

People Give to People ~ It's All about Relationships!

- People give to make a difference
- People give with their hearts & minds
- People give to experience the joy of giving
- People give because the asker offers an opportunity to meet certain needs
- People give because of the relationship between the donor and the organization

**#1 Reason Why People Give:
People give because they are
ASKED!**

7) Train for "The Ask"

Contributions made solely in response to a telephone call are 50% to 75% LESS than the amount given when face-to-face.

- Identity ~ Yours & Your Organization
- Homework/Research
- Peak State
 - Barrier Busting
 - Role Playing
- Rapport
 - Voice/Style ~ tone; tempo; volume; words
 - Physiology ~ state; posture; gestures; facial expressions; breathing; touch; eye contact
- What they really want
- Give them what they really want & get commitment

8) The Ask

- Think positively
- Telephone for an appointment/invitation
- The meeting
 - Introductions ~ Getting to know you
 - The Campaign ~ Great Stories/LISTEN
 - The Ask ~ Be specific
 - The Closing ~ Pledge Card
- Post-visit Follow-up

9) Continue to Engage your Partners & Donors

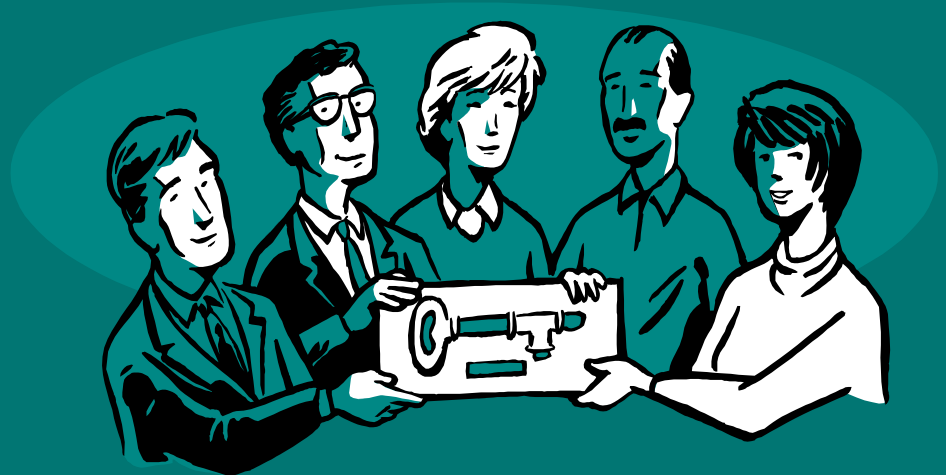
- Invite them to Orientations, Social Gatherings, Special Events
- Send Press Clippings
- Ask them for advice
- Ask them to volunteer
- Ask them to be on a board or committee
- Invite them to do a lecture; to be on a panel
- Call them regularly to provide updates/success stories

Fundamentals of Development

- People give to People
- Opportunity to make an investment
- A solid Strategic Plan
- Clarity & strength of purpose
- An on-going process
- Good information critical
- Attention to detail
- Strong follow-through
- You can never say "Thank~you" too often

The Secret to Wealth & Happiness

Be a Team Player because people will do more for someone they care about than for themselves.



The Magic Ingredients to Friendraising/Fundraising: Consistence, Time & Persistence

"Nothing in the world can take the place of persistence.

Talent will not; nothing is more common than unsuccessful men with talent.

Genius will not; unrewarded genius is almost a proverb.

Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent."

-Calvin Coolidge

Partnership for the Delaware Estuary

Creative Fundraising & Friendraising



Community Involvement Conference
Wednesday, June 28, 2006
Milwaukee, WI



Partnership for the Delaware Estuary

Creative Fundraising & Friendraising



Community Involvement Conference
Wednesday, June 28, 2006
Milwaukee, WI

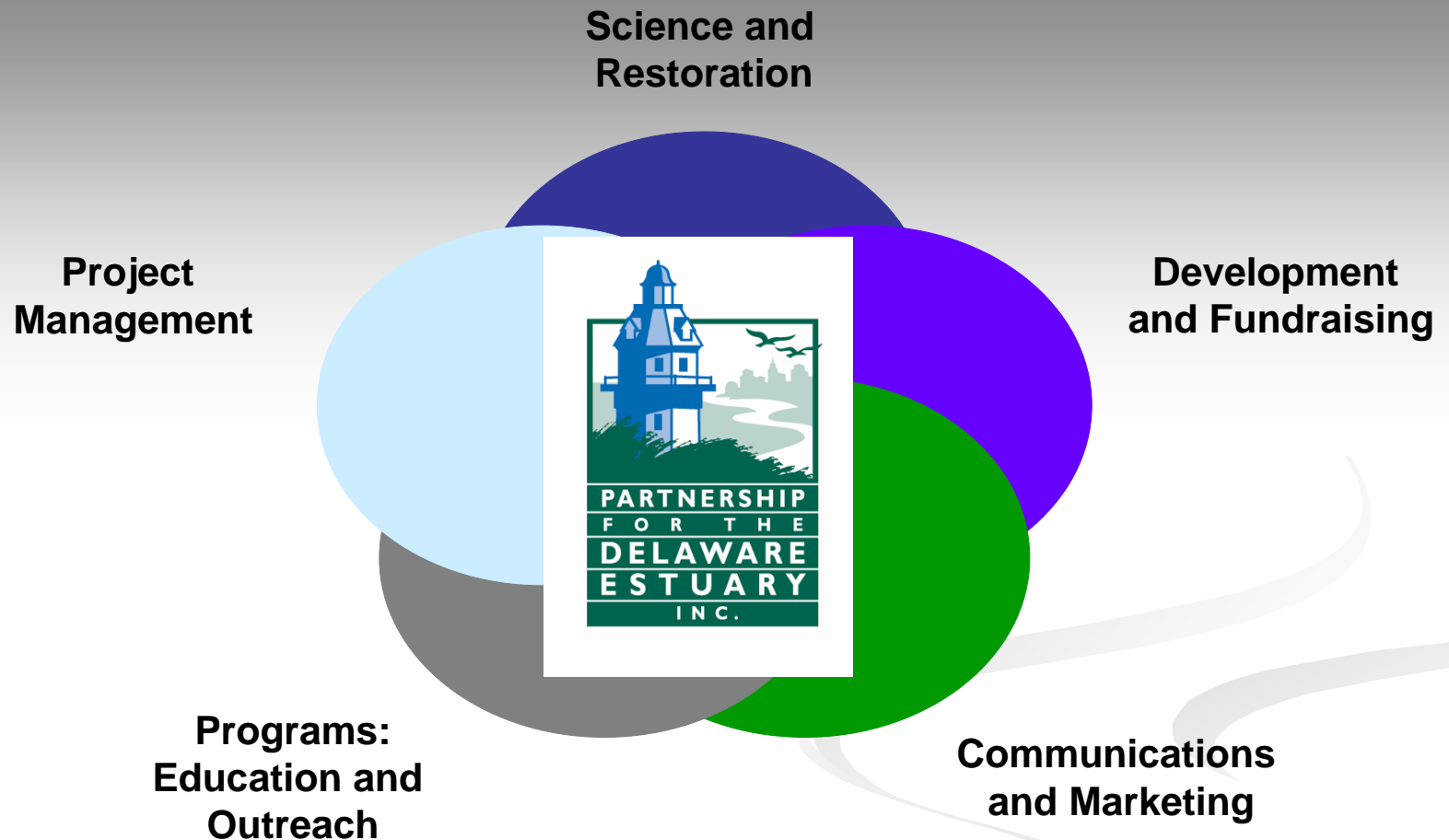


This map illustrates the Delaware Estuary, a large body of water formed by the confluence of several rivers into Delaware Bay. The estuary is outlined in red. Major rivers shown include the Schuylkill River, Brandywine Creek, Muncie River, and Smyrna River. The cities of Reading, Philadelphia, and Dover are marked with grey dots. The map also shows the state boundaries of Pennsylvania (PA), New Jersey (NJ), and Delaware (DE). A legend in the bottom right corner identifies the symbols for Rivers, Cities, Delaware Bay, and the Estuary Boundry. A scale bar at the bottom indicates distances up to 30 miles, and a compass rose is located in the bottom left corner.

Our Mission:

To lead collaborative and creative efforts to protect and enhance the Delaware Estuary and its tributaries for current and future generations.





Our Role: To implement the CCMP by holistically link science, planning, resource management and funding together for the Estuary.

“The Big Picture”

Development and Fundraising

Budget Growth Over Past Six Years

	<u>2001*</u>	<u>2002*</u>	<u>2003*</u>	<u>2004*</u>	<u>2005*</u>	<u>2006</u>
Support & Revenue	\$795,513	\$955,975	\$976,739	\$1,086,466	\$1,559,047	\$2,369,172
Expenses	\$674,349	\$874,138	\$928,036	\$1,009,732	\$1,318,32	\$2,312,292
Net Assets (Year End)	\$198,003	\$279,840	\$328,543	\$ 405,277	\$ 645,998	\$?

*Audited numbers
Budgeted



*Partnership's Fundraising/Friendraising
Mantra:*

BE CREATIVE AND NOT AFRAID
TO ASK FOR HELP...

The worst that can happen is that
someone says NO!

Two Examples of Fundraising/Friendraising Efforts

1. Corporate Environmental Stewardship Program (CESP)
2. Experience the Estuary Celebration



CORPORATE ENVIRONMENTAL STEWARDSHIP PROGRAM

CESP is designed to provide corporations across the region with the technical expertise to help them better manage and enhance their land by using native species and restoring natural habitat. The program not only helps to improve the environmental health of the Estuary, but also increases employee morale and reduces property maintenance at the participating sites.

Examples of recent projects:

Mown lawn converted to native meadow

McNeil CSP - PA



30 acres of mown lawn converted to meadow habitat

Ferro - NJ



Native Plants

Amtrak - DE



Retention Pond planted with native trees, shrubs and herbaceous plugs.

Doylestown Hospital - PA

Goals of CESP Funding Strategy

1. Develop a mechanism to sustain a program that had previously been totally supported by grant funding.
2. Find a way to engage corporate partners on an ongoing basis.
3. Create a funding approach that could engage different sized companies – not one size fits all.

Meadows vs. Mowing

The True Cost of Green



Riparian Buffers

Bridges Connecting Land and Water



Publicity and Public Outreach Opportunities



Membership Opportunities



Levels of Participation:

GOLDEN EAGLE \$2,500

- 25 Consultation Hours
- Networking Opportunities with Other Members
- Onsite Property Evaluation
- One Article in *Estuary News* per Year
- Website Link with Logo and Habitat Showcase
- Assistance with Community Outreach
- Employee Workshop
- Technical Assistance with an Annual Earth Day Event
- 4 Invitations to an Annual Ecotourism Excursion

GREAT BLUE HERON \$1,500

- 15 Consultation Hours
- Networking Opportunities with Other Members
- Onsite Property Evaluation
- One Newsletter listing with Logo per Year
- Website Link with Habitat Showcase
- Assistance with Community Outreach
- Employee Workshop
- 2 Invitations to an Annual Ecotourism Excursion

RED TAIL HAWK \$500

- 5 Consultation Hours
- Networking Opportunities with Other Members
- Onsite Property Evaluation
- One Newsletter Listing per Year
- Website Listing
- Assistance with Community Outreach
- One Invitation to an Annual Ecotourism Excursion

Count us in! As a member of the Delaware Estuary Corporate Environmental Stewardship Program, we look forward to learning more about restoring habitat and improving water quality in the Delaware Estuary.

Company Name: _____

Contact Name: _____

Company Address: _____

Phone: _____

Fax: _____

E-mail: _____

Membership Level: _____

Partnership for the Delaware Estuary
400 West 9th Street, Suite 100
Wilmington, Delaware 19801

For more information, call the Partnership for the Delaware Estuary at 1-800-445-4935, ext. 17.

This fact sheet was financed by a Growing Greener Grant provided by the Pennsylvania Department of Environmental Protection.

Promote your partners good work...


VOLUME 15 • ISSUE 4 • SUMMER 2005

ESTUARY NEWS

Corporate Environmental Stewardship


\$2,500 DONOR

GOLDEN EAGLE



McNeil CSP

McNeil CSP in Ft. Washington, Pennsylvania strives to be very progressive in the management of their property. They have converted over 24 acres of their 80-acre site from mown lawn to meadow. It is very important to McNeil to continue being stewards of the environment. Each year they plan to expand upon their effort, as well as to monitor and improve upon their past projects. So far, the company has educated Whitmarsh Township officials about the benefits of reducing the mowed area in their parks and on township property. A demonstration project has been completed in Cedar Grove Park and another is underway at the Township building. McNeil takes tremendous pride in their restoration work and goes to great lengths to ensure that they are successful.



Noramco

Noramco and the Partnership for the Delaware Estuary joined forces on a project to landscape a portion of the Noramco campus with native plants to help control Canada geese and reduce mowing on their property. Twenty-three Noramco employees participated in an afternoon of planting. Three large beds were planted with native wildflowers, and grasses, and a fence was installed to keep the geese from eating all of the plants. Once the plants are established they will not only provide a beautiful aesthetic to the site, but more importantly, their height will deter the geese and they will act as filters for stormwater runoff.

VOLUME 15 • ISSUE 4

The Delaware Estuary Corporate Environmental Stewardship Program provides corporations within the Delaware Estuary region with the opportunity to take a leadership role in preserving our community's environmental well-being.

Through this program, the Partnership has worked with many corporations over the years. Since becoming a membership program ten corporations have signed on as stewards of the environment. Below is a description of what some of these companies have been able to accomplish as a Corporate Environmental Steward. Some chose to focus on habitat enhancement, and others on educating the public. Either way, the results are impressive and inspirational.



Agilent Technologies

Agilent encourages their employees to participate in Earth Day activities each year during the spring. They sponsor several events such as walk/bike to work day and this spring several employees helped mark 100 storm drains in the City of Wilmington with "No Dumping" medallions. These specific storm drains are some of the few remaining in the City that do not connect to the sewage treatment system. This year the activities included helping visually impaired children plant trees at Overbrook School for the Blind, and volunteering for the Christina and Brandywine River cleanups.



Wheelabrator Gloucester

Wheelabrator sponsors a yearly Symposium for Environment and Education. It is a six-month learning project for seventh and eighth grade students. The goal of the Symposium is to create environmental and social awareness in today's youth and to be an educational, rewarding, and fun experience. Each plant works with their local middle school to develop a project that deals with several important environmental issues. The Wheelabrator Gloucester plant works closely with students at West Deptford Middle School. This year students chose to educate their community about nonpoint source pollution and what the public can do to help. Residents were very impressed with the students work and wrote several letters praising them for their efforts.

continued

ESTUARY NEWS • SUMMER 2005

Provide some fun perks...



Get some great results...



Employees at Agilent Technologies help mark storm drains in the City of Wilmington. These drains dump directly into a nearby creek. By marking them with “No Dumping” medallions they’ve helped reduce the amount of pollution that ends up in the water.



McNeil CSP has converted 24 acres of mown lawn on their corporate campus in Ft. Washington, PA. They were so impressed with the project that they decided to educate their local Township about the benefits of reducing mown areas in their parks.



Wheelabrator sponsors a yearly Symposium for Environment and Education. Each plant works with their local Middle School to develop a project that deals with addressing important environmental issues in their area. This year students chose to educate their community about non-point source pollution and what the public can do to help.

BEFORE



AFTER



BEFORE



AFTER



Participants

Agilent Technologies

DuPont

U S Filter

Mannington Mills

McNeil CSP

Wheelabrator

Uniqema

Cogentrix - Logan Generating Plant

Philadelphia Water Department

Waste Management

New Jersey American Water

Williams Transco Pipeline

Visteon Automotive Systems



Coastal Oil/Sunoco

Valero

Delmarva Power

Ferro

Uniqema

Noramco

Blenheim Bayberry LLC

Berkleigh Country Club

Plymouth Meeting Mall

Tornetta Realty

Amtrak

Experience the Estuary Celebration Annual Fundraiser



Goals of Experience the Estuary Celebration

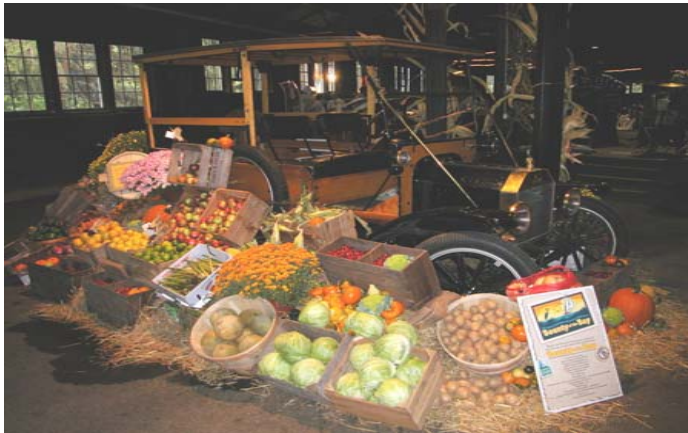
1. Establish an annual event to raise unrestricted funds for the organization.
2. Use the event as a way to build our base of support for other funding efforts like the annual appeal.
3. Utilize the event as a way to promote the wonders of the Delaware Estuary and to raise general awareness of the resource.

Steps for Success...

1. Come up with a theme
2. Find a Dinner Chair who is willing to work to sell sponsorships
3. Get as much as you can donated or discounted (artwork, printing, giveaways, beer & wine, music, silent auction items, etc.)
4. Make the event a party and fun so that guests will come back next year
5. Come up with a clever gift for guests to take home as a reminder of the evening
6. Capture as much information as you can about your guests when they are at the event

7th Annual Experience the Estuary Celebration - "Bounty of the Bay"

Over **250** guests attended, **150+** donated auction items, and we **raised \$35,220** (net)...



Creative Auction Items

- Lunches, dinners, canoe trips with and donated by VIPS
- Vacation packages
- Liquor
- Sporting event tickets
- Environmental consulting services
- Canoes and kayaks

Develop creative elements for the event that can have multiple uses...



Feature local delicacies...



Give guests something to take home to remember event...



Take home tips....

When developing any fundraising program, always make sure that:

- Your target audience will have fun and want to come back for more and to give more in the future;
- You ask everyone you know to help and
- Never take anything or anyone for granted – thank everyone who contributes, volunteers, etc.

Sustainable Funding Tools

Karen Fligger

Oak Ridge Institute for Science
and Education (ORISE)



OWOW Funding Web Page

(<http://www.epa.gov/owow/funding.html>)

Watershed Funding | US EPA - Microsoft Internet Explorer

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U.S. Environmental Protection Agency

Watershed Funding

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Watershed Funding Home

Requests for Proposals

EPA Watershed Funding Programs

Additional Federal Funding Opportunities

Databases and Funding Opportunities

Sustainable Funding

Sustainable Funding Planning Tools

Resources for Nonprofit Organizations

Resources for State and Local Governments

Resources for Funders

 Committed watershed organizations and state and local governments need adequate resources to achieve the goals of the Clean Water Act and improve our nation's water quality. To support these efforts, the U.S. Environmental Protection Agency (EPA) has created this Web site to provide tools, databases, and information about sources of funding to practitioners and funders that serve to protect watersheds.

Features

[March 22, 2006 : Free webcast seminar, "Sustainable Fundraising for Watershed Groups," presented by Wendy Wilson and Pat Munoz, River Network](#)

 [Requests for Proposals](#)

 [EPA Watershed Funding Programs](#)

 [Additional Federal Funding Opportunities](#)

 [Databases of Funding Opportunities](#)

 [Sustainable Funding](#)

 [Sustainable Funding Planning Tools and Training](#)

 [Resources for Nonprofit Organizations](#)

 [Resources for State and Local Governments](#)

 [Resources for Funders](#)

Page: 2

Databases of Funding Opportunities

- Grants.gov
- Catalog of Federal Funding for Watershed Protection
 - <http://www.epa.gov/watershedfunding>
- Directory of Watershed Resources
 - <http://efc.boisestate.edu/>

Grants.gov



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FIND. APPLY. SUCCEED. SM

Grants.gov allows organizations to electronically find and apply for more than \$400 billion in Federal grants. Grants.gov is THE single access point for over 1000 grant programs offered by all Federal grant-making agencies. The US Department of Health and Human Services is proud to be the managing partner for Grants.gov, an initiative that is having an unparalleled impact on the grant community.

Navigation of Grants.gov is simple. Use the colored tabs and/or links at the top of the screen to access primary sections of the site or the links to the left and below to access information on specific topics.

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FIND grant opportunities

Grants.gov provides organizations with the ability to search for grant opportunities. The Office of Federal Financial Management recently issued a [policy directive \(.pdf\)](#) requiring that all Federal agencies post grant opportunities online as of November 7.

To begin your search for grant opportunities, access [Search Grant Opportunities](#) below. To register to receive **all** email notifications of new grant postings from Grants.gov, access [Receive Grant Opportunity Emails](#) below.


Search Grant Opportunities

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- [Browse by Category](#)
- [Browse by Agency](#)
- [Advanced Search](#)

Receive Grant Opportunity Emails

- [Selected Notices based on Funding Opportunity Number](#)
- [Selected Notices based on Advanced Criteria](#)
- [All Grants Notices](#)
- [Unsubscribe from Grant Notices](#)

NOTES:
Once you find an opportunity for which you wish to apply, you will need to record the Funding Opportunity number or CFDA

 Adobe

<http://grants.gov/Index> Internet

Search Grants.gov

- Basic Search
 - Keyword, Funding Opportunity Number, CFDA Number
- Browse by Category
 - E.g. Environment, Natural Resources, Community Development, Education, Disaster Prevention & Relief
- Browse by Agency
 - States of Texas & Minnesota, City of Orlando, District of Columbia, Appalachian Regional Council
- Advanced Search
 - Dates
 - Category
 - Instrument
 - Eligibility
 - Agency

Search the Catalog of Federal Funding for Watershed Protection

Catalog of Federal Funding Sources for Watershed Protection - Microsoft Internet Explorer

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1 Type of Assistance: Grants Loans

2 Eligible Organization: Business Community/Watershed Group Conservation District

3 Match Required: Yes No

4 Keywords:

<input type="checkbox"/> Air Quality/Deposition	<input checked="" type="checkbox"/> Outreach/Education
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Partnerships
<input type="checkbox"/> Best Management Practices	<input type="checkbox"/> Point Source Control
<input type="checkbox"/> Coastal Waters	<input type="checkbox"/> Planning
<input type="checkbox"/> Drinking water	<input type="checkbox"/> Pollution Prevention
<input type="checkbox"/> Economic Development	<input type="checkbox"/> Research
<input type="checkbox"/> Enforcement/Compliance	<input type="checkbox"/> Restoration
<input type="checkbox"/> Fisheries	<input type="checkbox"/> Solid Waste
<input type="checkbox"/> Floodplain/Riparian Zones	<input type="checkbox"/> Source Water Protection
<input type="checkbox"/> Forests	<input type="checkbox"/> Stormwater Management
<input type="checkbox"/> Ground Water	<input type="checkbox"/> Wastewater
<input type="checkbox"/> Invasive Species	<input type="checkbox"/> Water Conservation
<input type="checkbox"/> Land Acquisition	<input type="checkbox"/> Watershed Management
<input type="checkbox"/> Monitoring	<input type="checkbox"/> Wetlands
<input type="checkbox"/> Nonpoint Source Control	<input type="checkbox"/> Wildlife Habitat

Done Internet

Results from the Catalog of Federal Funding Sources for Watershed Protection

Catalog of Federal Funding Sources for Watershed Protection - Microsoft Internet Explorer

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Complete List of All Programs
Programs Listed by Keyword
Programs Listed by Agency
Administration * (requires login)
Other Funding Sources

Number of funding programs matched: 27

Type of Assistance: Grants
Eligible Organization: Community/Watershed Group
Match Required: Any
Keywords: Outreach/Education

[Bring Back the Natives Grant Program](#)
[Chesapeake Bay Program Grants](#)
[Chesapeake Bay Small Watersheds Grant Program](#)
[Coastal Program](#)
[Coastal Services Center Cooperative Agreements](#)
[Coastal Zone Management Administration/ Implementation Awards](#)
[Community-based Restoration Program](#)
[Cooperative Endangered Species Conservation Fund](#)
[Coral Reef Conservation Fund](#)
[Environmental Quality Incentives Program](#)
[Five-Star Restoration Program](#)
[Freshwater Mussel Fund](#)
[Great Lakes Program](#)
[Landowner Incentive Program \(Non-Tribal\)](#)
[Migratory Bird Conservancy](#)
[National Fish and Wildlife Foundation General Matching Grants](#)
[National Wildlife Refuge Friends Group Grant Program](#)
[Native Plant Conservation Initiative](#)
[Nature of Learning Grants Program](#)
[Nonpoint Source Implementation Grants \(319 Program\)](#)
[Partners for Fish and Wildlife Program](#)
[Presidents Environmental Youth Award](#)
[Private Stewardship Grants Program](#)
[Science to Achieve Results](#)
[Superfund Technical Assistance Grants for Citizen Groups at Priority Sites](#)
[Targeted Watershed Grants Program](#)
[Urban and Community Forestry Challenge Cost-Share Grants](#)

Wetlands Oceans & Watersheds Watershed Protection


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Catalog of Federal Funding Sources for Watershed Protection - Microsoft Internet Explorer

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 **U.S. Environmental Protection Agency**

Watershed Academy

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Catalog of Federal Funding Sources for Watershed Protection

Program Name <small>(Click for further contact information)</small>	Overview	FY 2006 Funding Levels
Community-based Restoration Program	The NOAA Community-based Restoration Program (CRP) provides funds for small-scale, locally driven habitat restoration projects that foster natural resource stewardship within communities. The program seeks to bring together diverse partners to implement habitat restoration projects to benefit living marine resources. Projects might include restoring salt marshes, mangroves, and other coastal habitats; improving fish passage and habitat quality for anadromous species; restoring and creating oyster reefs, removing exotic vegetation and replanting with native species; removing dams; and similar projects to restore habitat or improve habitat quality for populations of marine and anadromous fish. Partnerships are sought at the national and local level to contribute funding, land, technical assistance, workforce support, or other in-kind services.	\$3 million

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Additional Information for Each Program


- Funding Program Name: Community-based Restoration Program
- Application Deadline
- When Funds are Available
- Average annual number of applicants
- Typical percentage of applicants funded
- Is a matched amount required?
- Match Amount
- Funding Level (FY 200, FY 2005, FY 2006)
- Typical lowest amount awarded
- Typical highest amount awarded
- Typical median amount awarded
- Other details on funding
- Primary Contact Information (Address, Telephone, Email, Internet)
- Secondary Contact Information (Address, Telephone, Email, Internet)
- Legislative Authority
- Associated Keywords
- Eligible Organizations
- Eligibility Constraints

Directory of Watershed Resources

Boise State University Environmental Finance Center Watershed Resource Directory - Microsoft Internet Explorer

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Search our Database



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Search our Database

The Directory of Watershed Resources is a searchable database of resources available to assist with a variety of environmental projects. The database includes information on federal, state, private, and other funding sources and assistance. Users can search for programs through a targeted search, keyword search or through an index of federal, state and private sources.

The Directory currently includes funding information for the following states: Alaska, Connecticut, Idaho, Maine, Massachusetts, New Hampshire, Oregon, Rhode Island, Vermont and Washington. To view funding information for states not included in this database, visit http://sspa.boisestate.edu/efc/Tools_Services/Directory/funding.htm or contact an EFC in your region.

Select the Type of Search:

- ☐ Targeted Search
- ☐ Keyword Search
- ☐ Index of Federal / Interstate Agency Sources
- ☐ Index of State Agency Sources
- ☐ Index of Private / Foundation Sources

Searches for specific words in the program name and program description.

Searches by following criteria:

- Sponsor
- Eligible Applicant
- Type of Assistance (grants, loans, technical assistance, etc).
- Match Requirement
- Topic Areas
- Location

Results for Targeted Search: Non-profit, Environmental Advocacy, and Nationwide


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Program Name	Overview
Acorn Foundation/Common Counsel Foundation	Grants typically range from \$5,000 to \$10,000 and are for general support funding. Most grants are made for one year and provide general support funding. The majority of grants are made to organizations with annual budgets under \$400,000 and whose sta...
Ben & Jerry's Foundation	The Ben & Jerry's Foundation offers competitive grants to not-for-profit, grassroots organizations throughout the United States which facilitate progressive social change by addressing the underlying conditions of societal and environmental problems....
Challenge Grant - Corporation for National and Community Service	The purpose of these challenge grants is to assist nonprofit organizations in securing previously untapped sources of private funds to build sustainable service and volunteer programs. Organizations receiving funds under this notice must either greatly ex...

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Information for Each Program

- Program Name
- Program Information
 - Sponsor(s) (fed, state, etc.):
 - Program Description / Purpose:
 - Program Requirements / Restrictions:
 - Program Active:
 - Program Website:
 - Other Information:
- Eligibility Information
 - Eligible Applicant(s):
 - Eligible State(s):
 - Geographic Scope:
 - Other Eligibility Requirements:
- Award Information
 - *Assistance Type:*
 - Award Amount:
- Application Information
 - *Application Deadline:*
 - Application Review Time Length:
 - Application Available Online?
 - Application Website:
 - Selection Priorities / Criteria:
- Contact Information
- Example of Funded Projects
- Topic Areas

Sustainable Funding Planning Tools and Training

■ Webcasts

- <http://clu-in.org/>
- *Plan2Fund: A Tool to Organize Your Watershed Funding*
- *Sustainable Financing for Watershed Groups*

Resources

- For nonprofit organizations, state and local governments, and funders
 - Examples:
 - Environmental Finance Center (EFC) Network
 - EPA's Grants Desk Top Resource
 - The Foundation Center (FC)
 - U.S. State and Local Gateway
 - Environmental Grantmakers Association



Questions?

- Tim Jones (EPA)
 - 202-566-1245 or jones.tim@epa.gov
- Gayle Marriner-Smith (Peconic Estuary Program)
 - 631-765-1766 or gm-s@ecovision.com
- Kathy Klein (Partnership for the Delaware Estuary)
 - 302-655-4990 or kklein@delawareestuary.org
- Karen Fligger (ORISE)
 - 202-566-1284 or fligger.karen@epa.gov